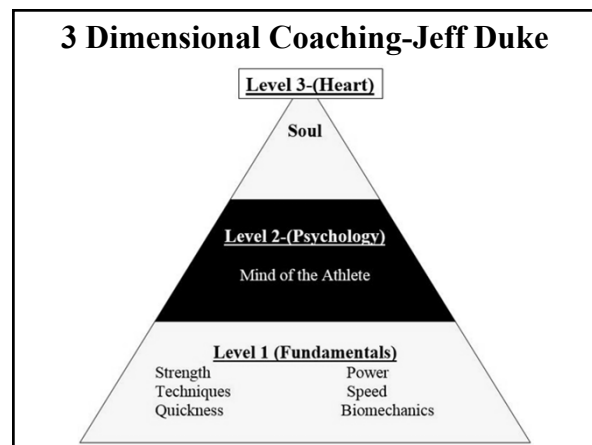
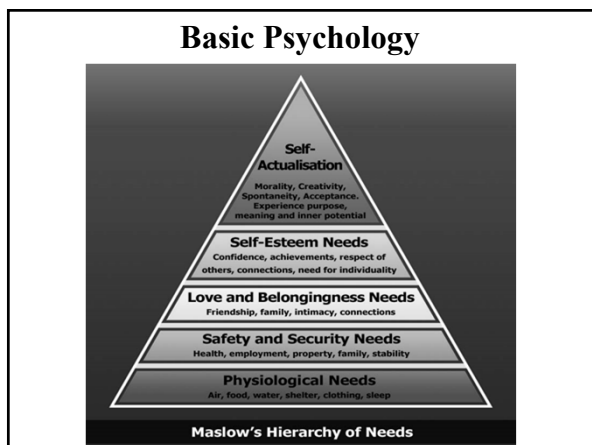


**Creating a  
Positive Culture  
Through Team Building  
and Psychology of Sport**

**Eric Driskell  
KCCTFCA Clinic 2016**

**Quick Disclaimer**

- I am not for sure if I have ever had an original thought.
- Almost everything that I am getting ready to talk to you about are ideas that I have stolen from others and made them work for the programs that I coach.
- I am a glutton for going to clinics, reading books about coaching, and asking questions.
- At the end...I will give you a list of people and books that I have used over the years to formulate these thoughts that I am going to share.



**Team Building**

- BUILD RELATIONSHIPS!!!!
- Recruit you Hallways and other Sports.
- Club Sports have made it tough...I can't get Soccer guys out!
- Build a Relationship with other coaches in your building.
- I have a pretty good relationship with our Football Coach at least most of the time.
- Great Relationship with CC Coach as well.
- Sell the sport, it will help with their OTHER Sports.
- Twitter Tracking Football, @TrckFootball
- COMPETE!

**Team Building**

- Kids want to be a part of something special.
- Kids want to be a part of something different.
- Kids want to be a part of something that challenges them!
- Kids want to be a part of something BIGGER than themselves.
- How do you create a culture where they will flourish and grow to more than they thought they ever could?

### **How to Create YOUR Culture**

- Set Standards/Values
- Everyone is a part of the Team-We are all in this together...
- Create an Environment of Trust
- Set The Right Goals and constantly raise the bar.
- Build Accountability...Focus on the Process, evaluate Results, Re-adjust Goals constantly

### **How to Create Your Culture within you team?**

- Set Standards/Values
  - **First you must set you own standard**
  - **Why do you coach?**
    - *We all love to Win and there is nothing wrong with that...but is that the only reason you coach?*
  - Quick Question...
    - » **Do you Like to Win more or Hate to Lose More?**
- **There is nothing wrong with wanting to win or hating losing!!**
- **But have a bigger purpose...**

### **WHY DO I COACH?**

***I coach to assist athletes in becoming more than they thought they could be physically, mentally, and emotionally while instilling in them the synergy of Family and Team so they can live life as men of Honor.***

### **Set Standards/Values**

- **What do you want your team to be like?**
- **If someone came to your practice or competition what would they be able to identify as your Standards or Values?**
- **Give ownership to your team or team leaders with your guidance to set Team Standards and Values**
- **Have event coaches set them with their groups.**

### **Examples To get us started**

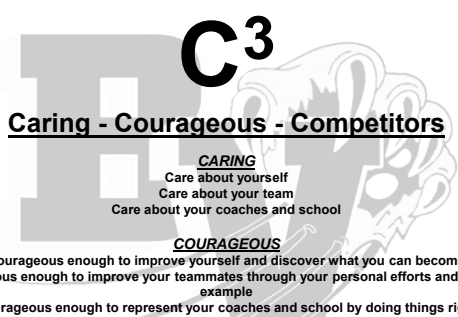
- |   |  |
|---|--|
| • Have a Great Attitude.                      | • Be Punctual  |
| • Give a Great Effort                         | • Be Positive:   |
| • No Excuses/Complaints.                      | <i>Being positive won't necessarily guarantee that you'll succeed...</i> |
| • Compete.                                    | <i>But being negative will guarantee that you won't.</i>                 |
| • Strive for Consistent Excellence.           | • Be Polite  |
| • Carry Yourself With Class.                  | • Be Passionate  |
| • Respect Your School and Your School's Name. | • Compete! Compete! Compete!   |
|   | • Be For Each Other.   |
|   | • HAVE FUN!!!  |

### **Core Virtues of Tiger Football**

- *To uphold the LEGACY and TRADITION of Excellence by Consistent and Relentless pursuit of the ultimate Goal(State Title)*
- *Together we WILL Pursue the ultimate UNITY by fostering an atmosphere of Camaraderie, Family and Servant Leadership*
- *Dedication, Passion, and Love of the Game, School, and Community ...Model This Always!*
- *Consistent work ethic that extends from the Pride in the Program...Be a better You!*
- *Toughness...Never Quit and THRIVE on adversity...both mentally and physically*
- *Sacrifice for and Trust in Football Family... TOGETHER WE WILL!*
- *Respect every opponent and don't waste a day to get better-NO REGRETS!!*
- *ACCEPT the Challenge to Exceed Expectations...CREATE YOUR OWN LEGACY!*

*Edited Seniors 2015*

**BV Track & Field CORE BELIEFS**



C<sup>3</sup>

Caring - Courageous - Competitors

**CARING**  
Care about yourself  
Care about your team  
Care about your coaches and school

**COURAGEOUS**  
Courageous enough to improve yourself and discover what you can become  
Courageous enough to improve your teammates through your personal efforts and positive example  
Courageous enough to represent your coaches and school by doing things right

**COMPETITORS**  
Compete realizing that competition is a good thing that helps you grow to be your best  
Competing against your previous best  
Competing against your Opponents

CORE VALUES:

1. Do your best – Regardless of ability, each athlete can be encouraged to do their best.
2. Do things the right way – Rules are needed to maintain order and reduce chaos. Paying attention to details improves performance.
3. Consider others as important as yourself – It is key to treat others in the same manner as you would like to be treated.
4. Team takes priority over the individual – without infringing on the rights of the individual.
5. Success and hard work are synonymous – The harder we work, the more successful we will become. **WORK HARD, PLAY HARD, SLEEP HARD.**
6. Positive encouragement is the Breakfast of Champions.
7. Have patience. Good track and field athletes have good patience. Great track and field athletes have great patience. Excellent track and field athletes have excellent patience.
8. Excellence inspires people. Our goal is to inspire!
9. Communication and trust are essential components of the athlete/coach relationship.
10. The setting and resetting of goals is an important skill to be developed. People who set goals and work hard to attain them are usually more successful than those who don't. **GET A VISION! TO BELIEVE IT IS TO ACHIEVE IT.**

**LIVE LIKE CHAMPIONS!!**

**LIVE LIKE A CHAMPION IN ALL YOU DO!!**

Have a great attitude. Give a great effort. Focus on perfecting the process. Consistently strive to do things better than you've ever done them before.  
Work hard. Work smart. Work with a purpose. Prepare with a purpose.  
Compete with a purpose. Live with a purpose. Carry yourself with class always.  
Be respectful and be respectable. Be respectful at all times...and in all ways.  
Be first-class in anything that you do. Be first-class in everything that you do.

**Always compete! Be a champion! Be Elite!  
Be Punctual. Be Positive. Be Polite. Be Passionate.  
Be a Champion!**

**LIVE LIKE CHAMPIONS!**

**Football Family Philosophies**  
*Comerstone Philosophies: What We're All About*

1. **Family:** We are going to be there for each other. We are going to support each other. We are going to encourage each other to greatness. No matter what happens, no matter what adversity strikes and no matter what we go through: we will get through anything and everything if we do it *together*. We will be a Band of Brothers. We will be teammates for four years, but we will be brothers for life. Above all, we will be "Family Always."
2. **Leadership:** We are going to have an entire team-full of leaders. Every person is going to learn to become a successful leader: everyone is going to learn how to lead himself first, and then how to lead others.
3. **Self-Actualization:** We are going to maximize our ability. We are going to make the most of our talents, our opportunities, and our impact on the field and in the classroom. We are going to become everything we are capable of becoming. We are going to maximize our potential and make the most of ourselves and our lives.
4. **Consistent Character:** We are going to dictate our own attitudes and actions. We are going to have a great attitude and give a great effort at all times, regardless of the circumstances, regardless of the opponent, regardless of the scoreboard.

**WHO DO YOU WANT TO BE?**

- 1) **Bad people** - Bad does not exist inside the BV T/F program. No bad people, coaches, players, students are allowed access.
- 2) **Average people** - "Think of the most average team of all time. You probably can't think of one because there have been so many average teams". Average people conform to one another, and people that follow are average.
- 3) **Good people** - "Good is for people who think good is good enough". Good simply isn't good enough for US.
- 4) **Excellent people** - Telling someone they're excellent puts a limit on people because excellence is a standard. Everyone strives for excellence.
- 5) **Elite people** - The small group of uncommon people who have reached excellence that strive to reach a higher goal are the "elite". Reaching that level requires elite training. Being elite means changing the way you think, walk, act, talk, speak and live.

**Ways to Connect**

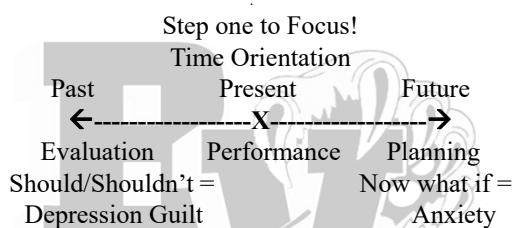
- Appreciation Period
- Athlete/Coaching Staff Checklist
- Social Media
- Senior Meetings
- Character Curriculum
- Event Group Get-Togethers
- Team Dinners
- Support of other Event Areas
- RELATIONSHIPS!!
- Continue past HS!
- Support your athletes in other Activities!!

**Thinking Right in Sport by Dr. Rick McGuire**

- Thinking Wrong can hurt performance so thinking right can help!
- Thinking Right is a skill.
- Skills can be learned.
- Focus is thinking right
- Focus is a thought, focus is controllable, focus is a choice, You make the choice...you take control
- I think my thoughts you think yours thoughts
- I think my thoughts one at a time. You think your thoughts one at a time-sometimes in rapid succession but always one thought at a time!

**Thinking Right in Sport by Dr. Rick McGuire**

- I pick my thoughts you pick your thoughts
- You can't make me think anything I can't make you think anything
- I'm responsible for my thoughts and you are responsible for your thoughts
- If I have a wrong thought, a negative thought, a distracted thought, a bad thoughts or a thought that I just don't want to have all I have to do is PICK a different thought, a right THOUGHT
- Then the wrong thought is gone
- Rachel...scary movie...Unicorns and Rainbows



Where are we?  
Right Here, Right Now!

The Past is HISTORY...  
The FUTURE is a MYSTERY...  
But TODAY is a GIFT...  
That is why they call it a PRESENT!!  
Be Focused Think Right!

**Step 2 Positive Self Talk**

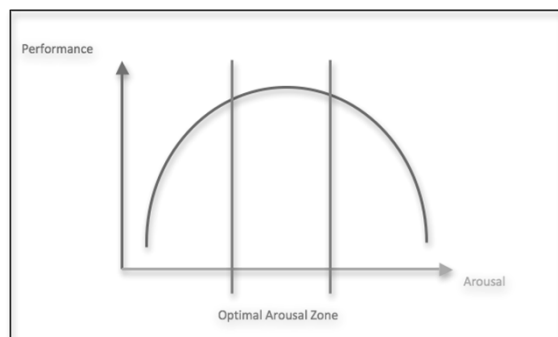
- When we encounter SITUATIONS, we have THOUGHTS about the situation
- Our THOUGHTS affect our EMOTIONS
- Our EMOTIONS affect our PHYSICAL BEING
  - Our PHYSICAL BEING affects our BEHAVIORS
- Thus our THOUGHTS affect our BEHAVIORS
- Our THOUGHTS are the CONTROLLING variable in this process not the SITUATION.

**Positive Affirmations**

Strong , Positive Rational Strategic Motivating personal Statements about your self or Team.

- I am Great
- I am Strong
- I am prepared
- I am tough
- I amReady
- I trust I believe
- I am Focused
- I will deliver
- We are together
- We are Ready
- We are the TIGERS!
- Start Fast Finish Strong
- 48 Minutes!

### Step 3 Optimal Arousal



Controlling Optimal Arousal is a part of being Focused

To be able to perform you best you must get your optimal arousal to the Right Level for YOU

Too Low under aroused – can't perform your best  
Too High Over aroused-Can't perform your best

Just right-Optimal Arousal-  
CAN PERFORM YOUR BEST!!!

Get in your zone...Experience FLOW

### How do I do this?

Control your thoughts-Control your self Talk

Arousing powerful affirmations take you UP  
Relaxing mellowing affirmations bring you down  
You choose your thoughts so think RIGHT!

Control your Breathing

Deep abdominal Breathing  
Begin with a big Cleansing BREATH-a big blow out.  
Emphasize the exhales it relaxes and calms you and brings you down  
Emphasize the inhales, it energizes excites and takes you up

### •Review

•Focus is a skill!

•Be in the Present!

•Positive Self-Talk!

•Optimal Arousal!

•WHERE ARE YOU?

•RIGHT HERE, RIGHT NOW!!

### CREATIVE CONCENTRATION

- Concentration is all about identifying and finding the **RIGHT INFORMATION** and staying **FOCUSED** on it.
- Find what matters and stay focused on it!
- Concentration is a way of thinking...
- Concentration is thinking right...
- Distraction is thinking wrong!
  - Choose to think RIGHT!
  - Choose Great Performance

### CREATIVE CONCENTRATION

- THERE IS NO "BLOCKING THINGS OUT"
- The bottom line is that there is no such thing as blocking out.
  - There is no DON'T THINK.
  - There is only...THINK!
- If you try not to think about something you in turn end up thinking about it!
- So don't try and block something out...just choose a positive thought...choose a thought that matters!

## ***PUTTING IT ALL TOGETHER!***

1. FOCUS SKILLS
  - A. RIGHT HERE! RIGHT NOW!
  - B. POSITIVE SELF TALK-AFFIRMATIONS
  - C. COMPOSURE-GET IN YOUR ZONE
  - D. CONCENTRATION-FIND WHAT MATTERS!
  - E. CONFIDENCE IT IS A CHOICE!
2. ROUTINE
  - A. THE SAME WAY EVERY TIME

## **Visualization/Imagery**

- Mental Imagery works only if you believe it is going to work.
- How many of you have used it before?
  - Did it Work?
- It takes practice...you can get better at it...
- Lemon Example...

## **The Champion's Mind-Jim Afremow, PhD**

- Goal Setting: Think It, Then Ink It
- Mental Imagery: Visualize to Actualize
- Self-Talk: Feed The Good Wolf
- Confidence: Flex your Confidence Muscle
- Focus: A Champion is a Now-ist
- Breath Control: Breathe Life into Your Performance
- Mental Toughness: Build Your Inner-Strength Bank Account
- Anxiety Management: Go from Panicky to Pumped
- Enjoyment: Humor is the Best Sports Medicine
- Body Language: Make a Golden Impression
- Intensity: Own Your Zone
- Personal Affirmation Works: Power Phrases for Becoming a Champion

## **Dr. Jason Selk-10 Minute Toughness**

- According to a study every minute of visualization is worth seven minutes of physical practice
- Goal Setting-Ultimate Goals-Product Goals
- Personal Highlight Reel
  - Choose Camera Angle
  - Pay Attention to Detail
  - Frequent and Brief is the Ticket
  - Visualize from Beginning to End
  - Emotionally Feel the Way You Want to Feel
  - Replay Until You Get It Right
  - Give Credit Where Credit is Due
  - Operate at Game Speed
- Identity Statement-Your Strength/Ultimate Goal
  - I am Fast and Strong-I am a Dominant Sprinter
- Reflection...

## **Visualization/Imagery**

- ❖ Take Deep Relaxing Breaths
  - ❖ Cleansing Breath-5 Seconds in-Hold 2 Seconds-Exhale for 8 Seconds
- ❖ Visualize Positive Performance
  - ❖ Include all steps to achieve successful results
  - ❖ Crystal Clear Image
  - ❖ Powerful physical feeling
  - ❖ Include Sights, Sounds, Smells, Tactile Impressions, and Powerful Emotions
  - ❖ Visualize in 3-D
  - ❖ See it through Your Own Eyes
    - ❖ Vividly SEE yourself performing successfully.
    - ❖ Deeply FEEL yourself performing masterfully.
  - ❖ Thoroughly ENJOY seeing and feeling yourself being successful.

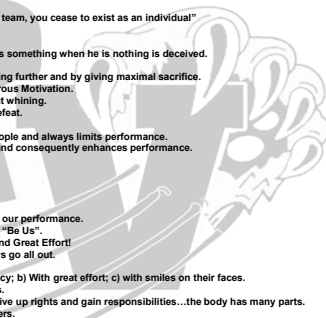
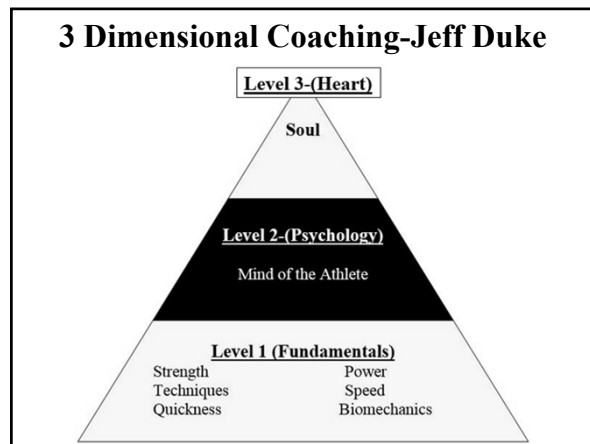
## **Credits and Books to Read**

- 10 Minute Toughness-Dr. Jason Selk
- Thinking Right in Sport-Dr. Rick McGuire
- Snap to Whistle-Dr. Pat Ivey and Dr. Rick McGuire
- The Champions Mind-Dr. Jim Afremow
- Inside Out Coaching-Joe Ehrmann
- Coaches of Excellence-Rod Olson
- 3 Dimensional Coaching-Jeff Duke
- Energy Bus, The Seed, The Positive Dog, Shark and the Goldfish, The No-Complaining Rule, Training Camp, The Carpenter, Soup-Jon Gordon
- Greg House
- Steve Rampy
- Charlie Richard
- Steve Schottel
- Ryan Kryskowski-Community for Coaches
- FCA
- Everyone that I have coached with...

### 15 Principles of a Coach of Excellence

L. Oke, December, 2007


- Relationship is the Cornerstone of Motivation and Coaching.
  - Capture and coach their heart, and motivation will follow.
- The Team Over the Individual
  - "When you choose to become part of a team, you cease to exist as an individual!"
  - --John Wooden
- Humility is a Mark of Greatness
  - Be Teachable...Anyone who thinks he is something when he is nothing is deceived.
- Be and Develop Servant Leaders
  - Leaders lead the way by going first, going further and by giving maximal sacrifice.
- Pursuing "Winning" as the Goal--is a Dangerous Motivation.
  - Win without bragging, and Lose without whining.
  - Be humble in victory, and graceful in defeat.
- Emphasize People, not Productivity.
  - Emphasizing productivity squashes people and always limits performance.
  - Emphasizing people builds people up and consequently enhances performance.
- The Power of Speaking Greatness.
  - Build them up!
- The Opponent is our Friend.
  - Opponents bring out the best in us.
- We Compete Against Ourselves.
  - Comparing ourselves to others inhibits our performance.
  - People come to "beat us", We come to "Be Us"
- We Demand Two Things...a Great Attitude and Great Effort!
  - You decide to make it fun and we always go all out.
- Total Submission to Coaching Authority.
  - Players obey coaches: a) With immediacy; b) With great effort; c) with smiles on their faces.
- Talk in Terms of Responsibilities, Not Rights.
  - When you become part of a team you give up rights and gain responsibilities...the body has many parts.
- Long Term Over Short Term...Develop Leaders.
  - Every moment is an opportunity for "Life Education"
  - Our desire is that players become great people.
  - Start Fast, Finish Strong...Its not how you start but how you finish.

**AUTHOR-JON GORDON @JonGordon11**

## 10 RULES FOR THE RIDE OF YOUR LIFE

1. You're the Driver of the Bus.
2. Desire, Vision and Focus move your bus in the right direction.
3. Fuel your Ride with Positive Energy.
4. Invite People on Your Bus and Share your Vision for the Road Ahead.
5. Don't Waste Your Energy on those who don't get on your Bus.
6. Post a Sign that says "No Energy Vampires Allowed" on your Bus.
7. Enthusiasm attracts more Passengers and Energizes them during the Ride.
8. Love your Passengers.
9. Drive with Purpose.
10. Have Fun and Enjoy the Ride.



10 Rules to Fuel Your Life, Work and Team with Positive Energy!  
www.TheEnergyBus.com

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